

Notice of References Cited	Application/Control No. 10/036,286		Applicant(s)/Patent Under Reexamination KUMAR ET AL.	
	Examiner Kirsten S. Apple		Art Unit 3693	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2002/0194094	12-2002	Lancaster et al.	705/35
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
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	J	US-			
	K	US-			
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FOREIGN PATENT DOCUMENTS

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	N					
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Kotler, Philip, Marketing Management, pearson education, May 2002 <i>(5 pages attached)</i>
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.